

PARTNERS

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Historic B&O Plaza,
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Photo by Kenneth Losurdo Jr.

National Road Kickoff!

On Monday, May 15, 2006, Howard County Tourism hosted the kickoff for the *Celebration of the Bicentennial of the Historic National Road* at the Thomas Isaac Log Cabin in Historic Ellicott City. The Historic National Road, which begins at Baltimore's Inner Harbor and runs through Baltimore, Howard, Carroll, Frederick, Washington, Allegany, and Garrett counties to the Pennsylvania state line and beyond, was the first federally-funded road in America. Like the Blue Ridge Parkway and the Las Vegas Strip, the Historic National Road has been designated an "All American Road" by the Federal Highway Administration.



Route 144 West—part of the Historic National Road
Photo by Clark Wagner

Speakers at the kickoff celebration included Ms. Deb Clatterbuck, Maryland National Road Association; the Honorable Gail H. Bates, Delegate, District 9A; the Honorable James N. Robey, Howard County Executive; Secretary Audrey Scott, Maryland Department of Planning; Secretary Robert L. Flanagan, Maryland Department of Transportation; Secretary Aris Melissaratos, Maryland Department of Business and Economic Development; and the Honorable Paul S. Sarbanes, United States Senator. The event was covered by the Baltimore Sun, The View Newspaper of Ellicott City, and USA Today (among others), and the subsequent Historic National Road Yard Sale was covered by Fox Channel 5.

You can now easily drive the 170 miles of the Historic National Road that run through Maryland, thanks to the 66 interpretive road markers announced and unveiled at the kickoff celebration. Additionally, a new brochure containing a map and guide of the Maryland portion of the Historic National Road is available at the Visitors' Information Center in Ellicott City.

For more information about the Historic National Road, please visit www.visitmaryland.org and www.byways.org.

Mark your calendar with these upcoming events!

Civil War Weekend – July 8-9, 2006
Howard County Fair – August 5-12, 2006
Iron Girl Triathlon – August 27, 2006
Road to the Arts – September 15-17, 2006
Farm Heritage Days – September 23-24, 2006
Howard County Farm-City Celebration –
September 23 – October 7, 2006
The Columbia Classic Grand Prix – September 24, 2006

Team Tourism

Howard County Tourism Team

Executive Director: Rachelina Bonacci
Special Events & Projects Manager: Amanda Hof
Sales & Partnership Development Manager: Lexi Levy
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Partners! Please don't forget to send us your brochures, cards, and other promotional materials for display in the Visitors' Information Center. Let us promote your business for you!



A big welcome to our newest partners!

AAAA Insurance Agency, Inc.

Burchardt & Associates

Bonaire Manor

Garth Davis Sales Team

The Good Life Market

Keller Williams Select Realtors

Locust Quilt & Craft

Ulman Cancer Fund for Young Adults

Moonlight Garden Soirée

On June 7, 2006, almost 400 guests attended Howard County Tourism's own annual fundraiser held once more at beautiful Belmont Conference Center. The event was a huge success for Tourism - and thanks to all of our generous sponsors, donors, and attendees, we met and exceeded our fundraising target! This year's event featured two tents under the stars, lots of delightful food, drink, and silent auction items, and a live auction emceed by Richard Story, CEO of the Howard County Economic Development Authority. Mr. Story successfully "encouraged" bidders to increase their bids, and for that we thank him.



One of the overflowing silent auction tables

Proceeds from the fundraiser will benefit Howard County



Susan Whary of Sweet Cascades

Tourism's various initiatives throughout the upcoming year. We look forward to seeing all of you at our 2007 fundraiser!



Richard Story, CEO of the Howard County Economic Development Authority, with Matt Eyre, President of Howard County Tourism

All photos on this page
courtesy of Kenneth Losurdo
Jr.

Blossoms of Hope: The Howard County Cherry Tree Project

Our ultimate goal is to plant 1,000 cherry trees across Howard County, blooming simultaneously each April – to beautify and beckon people to Howard County. The beauty of the *Blossoms of Hope* campaign goes far beyond the trees' annual display of color, however. The project is also about hope: the hope of individuals and families within our community who are coping with cancer.

Each cherry tree officially planted as part of this project offers a \$500 sponsorship opportunity for individuals looking to make a difference in their community. Half of each fee will be donated to Howard County's Claudia Mayer Cancer Resource and Image Center.



Update

We are proud to announce the following corporate partners of *Blossoms of Hope: The Howard County Cherry Tree Project*, all of which have joined since the corporate phase of the project was announced by County Executive Jim Robey on September 23, 2005:

Clark's Elioak Farm
Columbia Association
The Crab Shanty
The Inn at Peralynna Manor
Merriweather Post Pavilion
O' Donnell Honda
Turf Valley Resort

We have received commitments to sponsor and plant almost 200 Kwanzan cherry trees from these corporate sponsors, and look forward to seeing the trees bloom next spring on their properties.

Additionally, we would like to thank Town Creek Landscaping and Construction for its generous donation of \$5,000.00 worth of trees for the County to plant on public roadways. All donations and sponsorships help to make Howard County a more beautiful place to live, and serve to remind each of us of the courageous fight so many must wage against cancer every year.

Stay tuned for details on the next phase of Blossoms of Hope!

Everyone Loves a Parade!

Blossoms of Hope: The Howard County Cherry Tree Project participated in The Parade of the National Cherry Blossom Festival® in Washington, DC on April 8, 2006. The Parade is Washington's largest annual spectator event, telecast live on NEWS Channel 8 & WJLA ABC 7, reaching over 1 million households.

Blossoms of Hope sponsored three very special "pink cherry blossom" balloon floats for the parade, and recruited fifty volunteers to walk the 10 block parade route on Constitution Avenue with the balloon floats. The fifty volunteers all wore matching PINK Blossoms of Hope T-shirts during the Parade.

Please call 410-313-1900 for information on sponsoring a tree or purchasing our new Blossoms of Hope T-shirt

FEATURED PARTNER

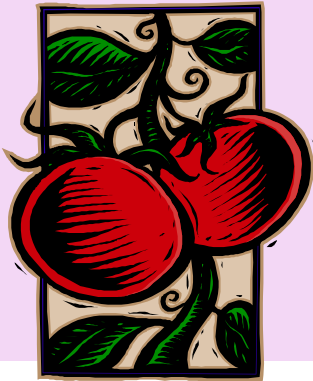
Larriland Farm

It's summertime again – are you craving perfectly-ripe berries, peaches, and tomatoes? Are you trying to fill your school's-out calendar before the kids go stir-crazy with vacation? If you are, it might be time to head out to Larriland Farm in Woodbine, where you can entertain the kids and pick your own fresh produce, all at the same time!

The owners of Larriland Farm, Polly and Larry Moore, opened their pick-your-own operation in 1973, and the farm is still family-owned and operated. Pick-your-own season starts when the strawberries ripen in June, and continues right through the pumpkin harvest in October. In between, you can harvest your own raspberries, sweet and tart cherries, cantaloupes, blueberries, tomatoes, sweet corn, peaches, and apples (among others!). If you don't feel like getting dirt under your fingernails, the Red Barn at the farm offers already-picked fruits and vegetables, canned goods, canning supplies, and herbs and plants for the home gardener.



The Red Barn at Larriland Farm
Photo by Kenneth Losurdo Jr.



Don't think that the fun ends when the leaves change, either – Larriland hosts a variety of fall activities, too, from hayrides and a pumpkin patch to the Boo Barn. You can find Larriland on the web at www.pickyourown.com. Please call the day you want to visit to make sure that the picking is good.

New Tourism Team Members!

Some new faces have been added to Howard County Tourism's staff:

Amanda Hof is Tourism's new Special Events & Project Manager. She came on board full-time in February 2006, just in time to plan the Moonlight Garden Soirée (thanks, Amanda!), and will soon begin work on Tourism's Annual Meeting. She also manages all facets of *Blossoms of Hope: The Howard County Cherry Tree Project*. Amanda is a graduate of the Tourism, Recreation & Parks program at the Community College of Baltimore County and Frostburg State University, and was previously employed at Pearle Vision and Coca-Cola Enterprises.

Lexi Levy is Tourism's brand-new Sales & Partnership Development Manager. She joined the organization in June after many years at a local law firm. Lexi's primary responsibilities will be to increase Tourism's membership and to provide service to existing members. Having lived in Howard County since 1988 (other than taking a brief break to attend the University of Maryland), she is excited to be a part of Tourism's mission to promote the County and its unique sites, services, products and people.

www.visithowardcounty.com

Mardi Gras Magnifique!

Howard County Tourism, Inc., Tersiguel's French Country Restaurant and The Ellicott City Restoration Foundation, Inc. would all like to express their sincere gratitude to our guests for making Mardi Gras Magnifique 2006 such a great success. The event raised approximately \$5,000.00 for the Gulf Coast region, which is still in desperate need of help.

Many Mardi Gras Magnifique revelers wore festive masquerade attire, enjoyed fine New Orleans cuisine and even boarded the Ellicott City "street car" to throw beads to visitors on Main Street. Mr. & Mrs. Bee originally of New Orleans -- Mrs. Bee a former Mardi Gras Queen at her *krewe* (New Orleans social club) in 1991-- were delighted they won the raffle of luxurious accommodations at the Wayside Inn B&B and a gourmet chef's-table dinner at Tersiguel's French Country Restaurant. The Bees said they took an oath when they left New Orleans that they would take Mardi Gras to the rest of the world. They attended the Mardi Gras Magnifique event in lieu of their traditional 42nd wedding anniversary dinner outing to support the rebuilding of their beloved Gulf region.



Mr. and Mrs. Bee, spreading Mardi Gras cheer

The money raised was all donated to the National Trust for Historic Preservation to assist in rebuilding and preservation efforts in the Gulf Coast region. We here at the Howard County Tourism office sincerely thank Tersiguel's for their incredible generosity, and Chef Michel for his fantastic "New Orleans" menu. A special thank you is also extended to Jeff Brodie and the Burleigh Manor Middle School musicians for their excellent music.

Sunset Serenades

All concerts start at 7 p.m. at Centennial Park South. FREE admission (\$3 parking donation). Bring a blanket and a picnic and enjoy music under the stars!

- 7/5: Ellis Woodward – *Children's Music*
- 7/12: Dani Cortaza – *Salsa, Merengue, Latin Jazz*
- 7/19: The Pocket Change Band – *Buffett Style and Oldies*
- 7/26: Bad Influence Band – *R&B*
- 8/2: Sons of Pirates – *Beach Music*
- 8/9: Ewabo – *Steel Drums*
- 8/16: David Bach Consort – *World Beat Jazz*



Photo by Kenneth Losurdo Jr.

Explore Howard County Television Campaign

Have you seen our Howard County vignettes on WJLA-TV Channel 7? These spots highlight *Blossoms of Hope: The Howard County Cherry Tree Project*, as well as other local cultural, leisure and business destinations and opportunities. This marketing campaign is now in its 11th year and has won the praise of the Maryland Office of Business and Economic Development and the Maryland Office of Tourism. We thank the following sponsors for making *Explore Howard County* possible:

All Seasons Pools and Spas
Apple Ford
Creig Northrop and The Northrop Team
Economic Roofing Company
Howard County Department of Recreation & Parks
Howard County General Hospital
Lifetime Fitness
Turf Valley Resort